



NEW YORK CITY RESCUE MISSION

Newsletter, July 2015



Men line up outside of the Mission all afternoon to receive a meal, and hope to receive a bed in May.



Tribeca is one of the wealthiest neighborhoods in the world. However, on street corners right by the Mission there are so many men and women in need of food and shelter.

Summer is Finally Here!

There is nothing like summertime in NYC. It is a beautiful season for weekend trips, peaceful Saturdays on rooftops and the relief of escaping to our air-conditioned apartments when the heat becomes too much. The downside of summer in the city is the suffocating humidity, the overcrowded subways and the days spent in the office when the sun is shining outside.

There is an element of relief for the homeless population as the temperatures experienced during the winter are more life threatening than the struggle of the summer heat. It is easy to forget that the homeless population does not have access to free hydration, showers and air-conditioning. Their summer months are spent radically different from ours. At the New York City Rescue Mission, we offer food, air-conditioned shelter from heat, and showers for the homeless who walk through our doors daily. This is why your continued support is needed this summer!

You helped provide
70,866 Meals
so far this year!

"You have not lived today until you have done something for someone who can never repay you."

-John Bunyan

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FROM THE CEO

Dear Friends,

I recently attended the Association of Gospel Rescue Mission's annual conference in Seattle. It was both an encouraging and discouraging experience. It was great to spend a few days with a thousand men and women who are passionate about using their time, abilities and resources to help the poor and homeless across the country. At the same time, it was disturbing to think about the number of men, women and children in our country who are in the grip of poverty to the extent that they are homeless. When the New York City Rescue Mission was established 143 years ago, no one could have imagined a day when the homeless in our city would number more than 70,000, the city would be spending over \$1 billion annually and the number of homeless is continuing to rise. When the media interviews me, I am occasionally asked for my thoughts about real solutions to homelessness. Beyond caring for the immediate needs of the homeless, what can be done to eliminate homelessness?

I do not believe there are any simple answers to this question because homelessness occurs due to a wide variety of factors. That being the case, there is a need for a wide variety of solutions. What I do know is that it will take the collective involvement of our community to reverse the trend and to move the homeless from despair to hopeful and productive lives.

This newsletter celebrates just a few members of our community who have joined the movement to end hunger and homelessness in NYC, one life at a time. It is obvious that most NYC citizens will not be called to invest themselves vocationally in helping the homeless. However, there are many citizens who are doing so, including the 40 amazing staff members of the NYC Rescue Mission. But what if every citizen of NYC, all 8.5 million, did something to help? Imagine what could be done!

In addition to the joy of seeing lives of the homeless changed at the Mission, I love watching volunteers come for the first time and leave both changed by the experience, and committed to do more to be an advocate and ambassador for their fellow NYC citizens who are currently without a home.

Together, we can make a huge difference. 90 Lafayette Street is not too far from where you sit as you read this. Visit www.nycrescue.org and join the army of ordinary NYC citizens who are making an extraordinary difference.



CEO, Craig A. Mayes, Ph.D.



From Todd Holland- In the Mens Recovery Program for 2 Months.

I used to have a steady job, an apartment, and worked with kids in Buffalo. The pressure of everything led me to give up everything and come back to NYC, where I grew up.

Unfortunately, I do not speak to my family very much right now. When I came back to the city I had nothing. I needed food and an emergency bed, then, I found this place. When I got to the Mission and was promised a bed for seven days, a light bulb clicked. I realized I was fortunate to be here in many ways.

I then joined the Men's Recovery Program, which has been an exhilarating experience for me. I learn new things from the program and about myself every day. It has been a blessing in my life to meet new people. I feel my life being transformed as I engage with the community here.

It has also been a blessing to have counseling sessions that enable me to vent my pressures and experiences with addiction. Having a positive outlet is life changing.

I would recommend the New York City Rescue Mission for anyone who has given up on hope and is looking for a new way to transform his or her life.

My Dream now is to be a writer to write short stories, biographies and more. I am driven and excited about where my life is headed now.

-Todd Holland



Todd Holland, lovingly nicknamed "Schoolboy" by others in the Men's Recovery Program.



#InvestInHer

A big thank you to all our friends who posted a photo with a woman they honor on social media using #HonorHer. The photos launched an important conversation on social media, while raising awareness about the growing numbers of homeless women and families in NYC. We were able to connect with even more individuals to share about the powerful work we do at the Mission providing food, shelter and hope to our neighbors. Because of the gifts we received from our faithful donors in support of the Honor Her celebration on May 9th, the online advocacy from our digital community, and our continued volunteer support, we decided to launch #InvestInHer. This next conversation we will highlight on social media is the importance of investing in a life by donating to the Mission. The recipe for success for the Mission's outreach efforts consist of advocating, volunteering and investing in the men, women and children of our city. At the moment, with the rising numbers of homeless, women need our help more than ever, so please encourage those in your network to #InvestInHer on social media and donate to the NYC Rescue Mission. Together, we will help make the invisible of our city visible.

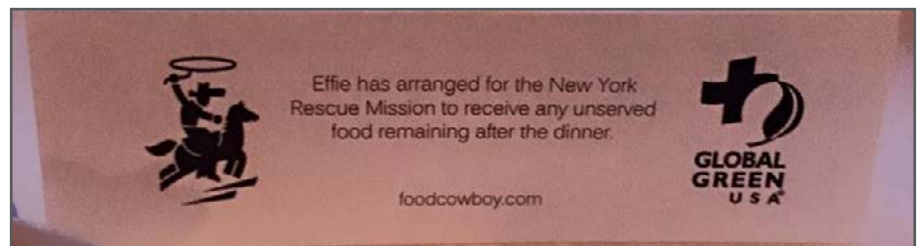


CEO Dr. Craig Mayes and Chief of External Affairs Dr. Vanita Boswell at the Effie awards ceremony. The NYC Rescue Mission received an Effie in the Good Works category for their short film *Make Them Visible*.

Make Them Visible

On Thursday, June 4th, the New York City Rescue Mission, in partnership with Silver + Partners, received the highest award for any non-profit organization at the Effie Awards which is like the Oscars for advertising. This award identifies the most effective marketing communications in North America. *Make Them Visible*, reveals a different perspective by which to think about those who are homeless. The film was honored for giving the viewer an unexpected experience and paradigm shift in terms of how he or she thinks about the homeless in just three and a half minutes. Visit www.makethemvisible.com to invest a few minutes in changing the way you see the homeless. Craig Mayes, our CEO, shared his thoughts about the purpose of the film:

"Rather than seeing a category or people under the label of "homeless," we are challenged to first see them as people. The homeless are just like me, or like my family members and loved ones who are experiencing great difficulty to the extent that they do not even have a place to sleep or a table to sit at and share a meal. Until we embrace the reality that each person we encounter is a human being of great value, someone's son, daughter, or father, it is likely over time that they will become invisible to us."



All leftover food from the Effie's ceremony was donated to the NYC Rescue Mission.

Giving Thanks

We are grateful and blessed to our many supporters, volunteers and advocates of the Mission. Without their generous hearts, we wouldn't be able to serve the hungry and homeless of NYC. This particular Newsletter we are showcasing and thanking a few friends who utilized media to help make a difference in our guest's lives:

Human Pictures served the Mission at the Honor Her event by capturing photos and film of speeches from VIP's, sponsors, volunteers and most importantly joyous fun-filled moments of the 500 women and families we served that day. We are thankful to Human Pictures for giving the Mission the opportunity to share the Honor Her celebration with our community through powerful media images. Human Pictures is a production company born out of frustration for the mounting injustice in the world and the belief that the potential of humanity can face up to it and confront it. You can see more of the photos they took from the event on our Facebook page.



Above, Limore Kurtz Dooley.

Limore was turned down and away from several shelters in the city. Little did she know that her final cold call would be the one that would change her life.

In Limore's words, "Our community team gifted an inspiring mural to the Mission, when that was completed, I knew I was not finished. I felt inspired and alive in a way that I had never experienced before, and I wanted more. The story of employees who came off the streets, went through the Mission's recovery program and actually ended up becoming valuable employees of the Mission left me yearning for more stories, more inspiration and more to relate to. I wanted to live in the afterglow so I knew I had to do the work.

I was to become the NYC Rescue Mission volunteer wellness educator, instructing their male residents in a group setting each month on nutrition, physical activity, hydration, sleep quality and stress management.

I was nervous that some of the male residents who come from drastically different backgrounds and challenging environments would not be able to relate to me and not trust me to educate them. So I decided to share my struggle with depression, anxiety and substance abuse and to just be real about the everyday challenge to achieve and maintain physical, emotional, and spiritual health. What I receive from the residents is so much more than what I give. They teach me humility, gratitude, and graciousness.

Since I began volunteering at the Mission, my gratitude has completely shifted my perspective as a health educator and I can say with confidence that my private clients are receiving the benefits of working with a happy, honest and healthy educator."

The New York City Rescue Mission is overwhelmed with the support Limore has given and appreciates all she does to serve our guests.



"We deeply respect the work the New York City Rescue Mission does to alleviate hunger and homelessness in NYC. No one should be homeless in one of the wealthiest cities in the world. We will continue our work to challenge the root causes of poverty, and we look forward to strengthening our support of the inspirational work of the Mission."

The Mission's next friend leveraging media to serve the homeless is Limore Kurtz Dooley. She came to the NYC Rescue Mission with an agenda and was looking to save herself from the clinical depression and debilitating anxiety that set in after her father passed away. Limore is a part of a community team and took on the responsibility of finding an act of philanthropy. She was surprised and disappointed to learn there are so many barriers to becoming a volunteer at many organizations.